



OFFICE OF OUTDOOR ADVERTISING

DIGITAL PUBLIC SERVICE ANNOUNCEMENT (PSA) REQUEST FORM

The Massachusetts Department of Transportation's (MassDOT) Office of Outdoor Advertising (OOA) Public Service Announcement (PSA) Program is an initiative that provides access for federal, state, and municipal agencies with public awareness messages to outdoor advertising companies that hold OOA digital billboard permits across the Commonwealth.

Requirements:

- Organizations must be a federal, state, or municipal agency or affiliated with a Secretariat.
- Request Form must be signed off by a duly authorized governmental official.
- A new form must be submitted for each PSA and for each airing.
- Digital PSAs must be submitted electronically as a jpeg file, formatted horizontally in the following pixel sizes: 1504x416, 1408x384, 1400x400, 1170x340, 1152x384, 936x264, 888x260, 888x240, 880x264, 858x242, 768x224, 720x208, 704x208, 552x180
- Specify MONTH(S) and/or START and END date.
- Completed forms should be delivered at least 60 days prior to start date and sent to:

MassDOT Office of Outdoor Advertising
c/o Digital Public Service Announcement Program
Ten Park Plaza, Room 6141
Boston, MA 02116 | Tel: 857-368-9700
OOAInformation@dot.state.ma.us

PSA INFORMATION

PSA TITLE

CONTACT NAME

TITLE

TELEPHONE

EMAIL

AGENCY/DEPARTMENT

ADDRESS

SECRETARIAT (if applicable)

Please circle the month/s that you wish to have your PSA displayed. All forms should be submitted at least 2 months prior to the requested dates. If you wish to display your announcement only to a specific community, roadway or sign, please specify in the "Comments" section. Please note that although the OOA will make every effort to have your PSA air during the requested dates, there are NO GUARANTEES that the ads will be shown at the times and/or locations requested.

Requested Year _____ (Please circle each month for PSA to run OR enter start/end dates) **Start** _____ **End** _____

January February March April May June July August September October November December

COMMENTS (Please include target audience/demographic information if available)

Ten Park Plaza, Room 6141, Boston, MA 02116

Tel: 857-368-9700,

www.mass.gov/massdot/oa

THE UNDERSIGNED HAS REVIEWED ALL THE INFORMATION SUBMITTED AND FORMALLY REQUESTS TO HAVE THE PSA (LISTED ABOVE) TO BE DISPLAYED ON OOA PERMITTED DIGITAL DISPLAYS;

- Understands that completion and submission of this form is not a guarantee that the requested PSA will be displayed;
- All PSA requests must be in conjunction with a Massachusetts agency or their affiliate;
- Realizes that the OOA makes no assurances as to the frequency that the PSA may be displayed or the dollar value thereof;
- Acknowledges that the OOA is not responsible for any inaccurate or misinformation that is submitted for display;
- Consents to any font, graphic or artistic edit(s) necessary to post PSA;
- Accepts any and all terms, conditions and procedures set forth by the OOA;
- Agrees to have the MassDOT logo and that of any other governmental agency that the OOA deems appropriate appear on the PSA;
- Attests that the subject PSA contains no copyright infringement(s);
- Warrants and represents that he/she is duly authorized to sign this document on behalf of the agency listed below;

THE UNDERSIGNED WARRANTS AND REPRESENTS THAT HE/SHE HAS READ AND AGREES TO THE TERMS AND CONDITIONS LISTED ABOVE.

NAME & TITLE

AGENCY/SECRETARIAT

SIGNATURE

DATE

(FOR OOA USE ONLY)

This application has been

_____ APPROVED

_____ DENIED

By the Office of Outdoor Advertising

Director, Office of Outdoor Advertising

Date